

**Abstract**

The present invention refers to a process and to an equipment and machine, which allow the application of digital images to straps, webbings and belts of different kinds and sizes destined to different applications and is achieved in a way to provide the continuous transferring of digital images or a trace to straps, where the straps (1) are manufactured with an ordinary weave (2) or with an special weave to receive a bleaching treatment with an optical white, as well as pass by a thermo-fixation process that creates an alteration at the material properties, enabling, this way, various printings in high quality.